

The Media of Mass Communication

TWELFTH EDITION

John Vivian
Winona State University

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Preface

The mass media was in a rapid, dizzying change in 1991 when I first wrote *The Media of Mass Communication* in an attempt to help college students make sense of it all. Since then, the change has accelerated exponentially. Indeed, newspapers were still a reigning medium back then. Facebook inventor Mark Zuckerberg was a second grader. By the day, it seems, the change is more rapid, more dizzying—and more exciting and fascinating. As an author, my task is greater than ever to make sense of it all.

Through *The Media of Mass Communication* and a growing network of colleagues who have adopted the book, my reach as a teacher has been extended far, far beyond the confines of my own classroom. There are editions in several countries, including Canada, China, and Indonesia. In all, *The Media of Mass Communication* has been published in 24 variations over the years, each revised specifically to keep students up-to-speed with ever-changing media dynamics. I am indebted deeply to professors and their students, who pepper me almost daily with their reactions to the book and with news and tidbits to keep the next edition current.

Most gratifying to me is the community that has grown up around *The Media of Mass Communication*. These are people, many of whom have become valued friends, whose thoughts have made the book an evolving and interactive project. In countless messages, professors have shared what works in their classes and how it might work elsewhere. Students write me the most, sometimes puzzled over something that deserves more clarity, sometimes with examples to illustrate a point. All of the comments, questions, and suggestions help add currency and effectiveness to every new edition.

New to This Edition

- Updated content on new trends in the Mass Communication fields, which will aid students in understanding the evolution of the Mass Communications and related disciplines.
- New content on the impact of social media on Mass Communications, providing students with a greater understanding of how new technologies have influenced the field.
- Increased focus on professions within the fields of Mass Communications, including advertising and marketing, enabling students to better explore career options
- Updated case studies in each chapter, providing students with real-world examples about a range of dynamics within the discipline of Mass Communications.
- Updated photographs and graphs, providing students with better visuals to enhance learning.
- Updated writing style, increasing readability.

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- **MyTest** Create custom quizzes and exams using the Test Bank questions. You can print these exams for in-class use. Visit: <http://www.pearsonhighered.com/mytest>

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About the Author

John Vivian's academic home is Winona State University in Minnesota, where he has taught a wide range of mass communication courses. He holds a Medill journalism degree from Northwestern University and earlier from Gonzaga University. He has done additional work at Marquette University and the University of Minnesota. As an undergraduate, Vivian worked for United Press International. Later, he joined the Associated Press in four Western cities. His work has won numerous professional awards, including Minaret Awards as an Army Reservist. Vivian is

a former national president of Text and Academic Authors. His *Media of Mass Communication* has been the leading textbook in its field since the first edition. Judges for the TAA Texty Award gave MMC the first perfect score in history. Vivian is at home in the scholarly and pedagogical journals of his field. With Alfred Lorenz, he coauthored *News Reporting and Writing*. Besides journalism, public relations, and advertising, Vivian's academic focus is media law and history. He invites feedback from students and adopters at jvivan@winona.edu

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